

## **JOSH MANDEL**

Revision #: 0 Date: 8/13/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2602

Media: TV Description: OH US SEN JOSH MANDEL AUG 13-AUG 20

Product: GENERALFlight Start Date:8/14/125:00:00 AMMarket: CincinnatiFlight End Date:8/20/124:59:00 AM

Separation between spots: 30

		STN Gross	STN Net	•								Total Spots
C-TV												
	EM	\$800.00	\$680.00	30	0	1	0	0	0	0	1	2
	1	* * * * * * * * * * * * * * * * * * * *	40.00		•	_			•		•	
ŧž.	EM	\$400.00	\$340.00	30	Ü	0	1	Ü	Ü	Ü	Ü	1
	DT	<b>¢0E0.00</b>	¢722 50	20	1	0	0	0	0	0	1	2
9 1	וט	<b>Ф</b> 650.00	φ122.30	30		U	U	U	U	U	'	Z
	WK	\$1 100 00	\$935.00	30	0	0	0	0	0	1	0	1
J 1	•••	<b>41,100.00</b>	4000.00			_	_	_	_	·	-	
£ 1 * 1	EN	\$1,200.00	\$1,020.00	30	1	0	1	0	0	0	0	2
LOCAL12 NEWS-5<												
MTuWThF 6:00p-6:30p 1)	EN	\$1,500.00	\$1,275.00	30	0	1	1	0	0	0	1	3
LOCAL12 NEWS-6<												
Sa 6:00p-6:30p	EN	\$400.00	\$340.00	30	0	0	0	0	1	0	0	1
NEWS 1	3											
	LN	\$1,700.00	\$1,445.00	30	1	0	1	0	0	0	0	2
								_				
¥ / 1	LN	\$1,700.00	\$1,445.00	30	0	0	0	0	0	1	0	1
	<b>EN4</b>	\$400 oo /	710	as		0	^	2	^	^	0	2
#/ 1		\$400.00		19		U	U	2	U	U	U	2
_		\$600.00		15	٥	2	٥	0	0	0	2	4
LOCAL 12 NEWS E			/	19	3	_	J	0	J	Ü	_	·
LOGALIZ NEWOO	ŧ	1.6	not									
	Program  C-TV  MTuWThF 6:30a-7:00a  GD MRN CINN@6  MTuWThF 7:00a-8:00a  EARLY SHOW  MTuWThF 12:30p-2:00p  YOUNG&RESTLESS< Su 10:00a-10:30a  SUNDAY MRN-CBS  MTuWThF 5:00p-5:30p  LOCAL12 NEWS-5< MTuWThF 6:00p-6:30p  LOCAL12 NEWS-6< Sa 6:00p-6:30p  NEWS  MTuWThF 11:00p-11:35p  LATE NEWS  Su 11:00p-11:35p  LATE NEWS  MTuWThF 6:30a-7:00a  GD MRN CINN@6  MTuWThF 5:00p-5:30p	Program  Code  C-TV  MTuWThF 6:30a-7:00a  GD MRN CINN@6  MTuWThF 7:00a-8:00a  EARLY SHOW  MTuWThF 12:30p-2:00p  DT  YOUNG&RESTLESS< Su 10:00a-10:30a  SUNDAY MRN-CBS  MTuWThF 5:00p-5:30p  EN  LOCAL12 NEWS-5< MTuWThF 6:00p-6:30p  LOCAL12 NEWS-6< Sa 6:00p-6:30p  NEWS  MTuWThF 11:00p-11:35p  LN  LATE NEWS  Su 11:00p-11:35p  LN  LATE NEWS  MTuWThF 6:30a-7:00a  GD MRN CINN@6  MTuWThF 5:00p-5:30p  EM  GD MRN CINN@6  MTuWThF 5:00p-5:30p  EM  GD MRN CINN@6  MTuWThF 5:00p-5:30p  EM  COMMAN CINN@6  MTUWTHF 5:00p-5:30p  EN  COMMAN CINN@6	Program  Code  Gross  C-TV  MTuWThF 6:30a-7:00a  GD MRN CINN@6  MTuWThF 7:00a-8:00a  EARLY SHOW  MTuWThF 12:30p-2:00p  TOUNG&RESTLESS< Su 10:00a-10:30a  SUNDAY MRN-CBS  MTuWThF 5:00p-5:30p  LOCAL12 NEWS-5< MTuWThF 6:00p-6:30p  LOCAL12 NEWS-6< Sa 6:00p-6:30p  NEWS  MTuWThF 11:00p-11:35p  LN  LATE NEWS  MTuWThF 6:30a-7:00a  MTuWThF 5:00p-5:30p  EM  \$400.00	Program  Code  Gross  Net  C-TV  MTuWThF 6:30a-7:00a  GD MRN CINN@6  MTuWThF 7:00a-8:00a  EARLY SHOW  MTuWThF 12:30p-2:00p  DT  \$850.00  \$722.50  YOUNG&RESTLESS< Su 10:00a-10:30a  SUNDAY MRN-CBS  MTuWThF 5:00p-5:30p  EN  \$1,200.00  \$1,020.00  LOCAL12 NEWS-5<  MTuWThF 6:00p-6:30p  LOCAL12 NEWS-6< Sa 6:00p-6:30p  NEWS  MTuWThF 11:00p-11:35p  LN  \$1,700.00  \$1,445.00  LATE NEWS  MTuWThF 6:30a-7:00a  GD MRN CINN@6  MTuWThF 5:00p-5:30p  EN  \$400.00  \$340.00	Daypart Program  Daypart Code  STN STN Net  Dur  C-TV  MTuWThF 6:30a-7:00a EM \$800.00 \$680.00 30  GD MRN CINN@6  MTuWThF 7:00a-8:00a EM \$400.00 \$340.00 30  EARLY SHOW  MTuWThF 12:30p-2:00p DT \$850.00 \$722.50 30  YOUNG&RESTLESS< Su 10:00a-10:30a WK \$1,100.00 \$935.00 30  SUNDAY MRN-CBS  MTuWThF 5:00p-5:30p EN \$1,200.00 \$1,020.00 30  LOCAL12 NEWS-5< MTuWThF 6:00p-6:30p EN \$1,500.00 \$1,275.00 30  LOCAL12 NEWS-6< Sa 6:00p-6:30p EN \$400.00 \$340.00 30  NEWS  MTuWThF 11:00p-11:35p LN \$1,700.00 \$1,445.00 30  LATE NEWS  Su 11:00p-11:35p LN \$1,700.00 \$1,445.00 30  LATE NEWS  MTuWThF 6:30a-7:00a EM \$400.00 \$340.00 30  LATE NEWS  MTuWThF 5:00p-5:30p EN \$600.00 \$510.00 15	Daypart   Program   Daypart   STN   Gross   STN   Net   Dur   8/14	Daypart   Program   Daypart   STN   Gross   Net   Dur   8/14   8/15	Daypart   Program	Daypart   Program   Daypart   STN   Gross   Net   Dur   8/14   8/15   8/16   8/17	Daypart   Program   Daypart   STN   Gross   Net   Dur   8/14   8/15   8/16   8/17   8/18	Daypart   Program   Daypart   STN   Code   Gross   Net   Dur   8/14   8/15   8/16   8/17   8/18   8/19	Daypart   Program   Daypart   Code   STN   Gross   STN   Net   Dur   8/14   8/15   8/16   8/17   8/18   8/19   8/20



Disclaimer:



## **JOSH MANDEL**

Revision #: 0 Date: 8/13/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2602

Media: TV Description: OH US SEN JOSH MANDEL AUG 13-AUG 20

 Product: GENERAL
 Flight Start Date:
 8/14/12
 5:00:00 AM

 Market:
 Cincinnati
 Flight End Date:
 8/20/12
 4:59:00 AM

Separation between spots: 30

Line No		aypart Code	STN Gross	STN Net	Days Dur		Wed 8/15						04
WKR 246		EN	\$750.00	\$637.50	15	2	0	0	2	0	0	0	0 4
247	\ 1 I	LN	\$850.00	\$722.50	15	0	2	0	2	0	0	2	2 6
00	. 0 1	ĘΜ	\$200.00	\$170.00	15	2	0	0	2	0	0	0	0 4
01		рт	\$425.00	\$361.25	15	0	0	2	0	0	0	0	0 2
				Total	Spots:	7	6	6	8	1	2	7	7 37
	Total Cos	st: \$	30,150.00	\$25,627.	50								
	Total												
	AUG	12 \$	30,150.00	\$25,627.	50								37
											ç	Signati	nature:



## Summary by Station/System

ANDSO

Date: 8/13/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2602

Media: TV Description: OH US SEN JOSH MANDEL AUG 13-AUG 20

Product: GENERALFlight Start Date:8/14/125:00:00 AMMarket: CincinnatiFlight End Date:8/20/124:59:00 AM

Separation between spots: 30

## ORDER

Orders	Order / Rev:	49040		LOCAL
	Alt Order #: Product Desc: Estimate: Flight Dates: Original Date / Rev:	Oh Sen Aug 13-20 2602 08/14/12 - 08/20/12 Rev: 08/13/12 / 08/13/12 GENERAL	Primary AE: Sales Office: Sales Region:	Local 12 WKRC-TV LSM LSM CVG Local
Agency	Name: Buying Contact: Billing Contact:	Strategic Media Placement 7669 Stagers Loop Delaware, OH 43015	Billing Type: Billing Calendar: Billing Cycle: Agency Commission:	Cash Broadcast EOM/EOC
Advertiser	Name: Demographic: Product Codes: Priority: Revenue Codes:	Josh Mandel fo OHio US Senate HH US Senate P-2 AGY, POL-CAND, GEN	New Business Thru: Order Separation: Advertiser External ID: Agency External ID:	00:15:00
Bill Plan Start Date 07/30/12	End Date # 8 08/20/12	# Spots   Gross Amount   Net Amount 26 \$30,150.00 \$25,62	Totals         # Spots           Month         # Spots           \$25,627.50         August 2012         26           Totals         26	is         Gross Amount         Net Amount         Rating           26         \$30,150.00         \$25,627.50         0.00           26         \$30,150.00         \$25,627.50         0.00
Account Executives Account Executive LSM LSM	es	Sales Office Sales Region Sta	Start Date / End Date Order % 100%	er % 100%
Order Share Local 12 WKRC-TV Market Competitive Share EKRC UNKWN WCPO WLWT WSTR	P-T√	Share         Total           33%         \$30,150.00           100%         \$91,363.64           Share         Total           0%         \$0.00           30%         \$27,409.09           9%         \$8,222.73           6%         \$5,481.82           22%         \$20,100.00		
Ln Ch Start N 1 WKRC 08/15/ Start Date Week: 08/13/12	Start End 08/15/12 08/20/12 LDate End Date 3/12 08/19/12	Inventory Code Break 6a Good Morn CincinnatCM 6 6a Good Morn Cincinnati ((  Weekdays 1	ys Len Spots K :30	s Rate Pri Rtg Type Spots Amount 2 \$800.00P-2 0.00 NM 2 \$1,600.00
Week: 08/20/12  N 2 WKRC 08/16/1  Start Date  WASK: 08/13/12	1	CBS This Morning CM CBS Morning Mews Weekdays Spots/Week1	\$800.00 0.00 7:00 AM-8:00 AM1 :30 (7:00 AM-8:00 AM) V Rate Rating \$400.00 0.00	1 \$400.00 P-2 \$\infty\$ 0.00 NM 1 \$400.00
N 3 WKRC 08/14/  Start Date Week: 08/13/12	1 111	Soap Rotator CM Soap Rotator Weekdays -1 1	11 :30   Rating   0.00	2 \$850.00P-1\(\sigma\) 0.00 NM 2 \$1,700.00

Print Date: 08/13/12 15:52:40 Page 2 of

Local 12 WKRC-TV

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Josh Mandel fo OHio US Senate Oh Sen Aug 13-20 2602 Product Desc: Advertiser: Estimate: 08/14/12 - 08/20/12 49040 Order / Rev: Flight Dates: Alt Order #:

\$1,700.00 \$800.00 \$850.00 \$2,400.00 \$4,500.00 \$400.00 \$3,400.00 \$1,700.00 \$800.00 \$2,400.00 \$3,000.00 \$5,100.00 \$1,100.00 Amount 2 က  $\sim$  $\overline{\phantom{a}}$ 2 N က \_ S Spots BK Rtg Type 쑮 X 뽔 X 0.00 BK \$400.00P-3 600 NM 0.00 NM 0.00 NM 000 NM 0.00 NM \$1,200.00P-2 00.00 NN 0.00 NN **E**.00 0.00 9,00 0.00 0.00 \$1,500.00P-2 \$800.00P-2/ \$400.00P-2V \$1,700.00P-3 \$1,200.00P-2 \$1,500.00P-2 \$1,700.00P-3 \$850.00P-1 <u>.</u> \$1,700.00P-3 \$1,100.00P-1 \$850.00P-1 Rate N က τ-က N N N N τ-Spots :15/:15 :15/:15 :15/:15 :15/:15 330 :15/:15 :15/:15 30 330 330 39 8 Len -1-1 1-1-1-1Start/End Time Days (10:00 AM-10:30 AM) V 井 5:00 PM-5:30 PM -1-0.00 Rating 0.00 Rating / 0.00 0.00 0.00 0.00 **0.00** 0.00 0.00 7:00 AM-8:00 AM -1. (7:00 AM-8:00 AM) 0.00 Rating 0.00 0.00 0.00 Rating 6:30 AM-7:00 AM --(5:00 PM-5:30 PM) V 10:00 AM-10:30 AM-(5:00 PM-5:30 PM) (6:30 AM-7:00 AM) v 5:00 PM-5:30 PM \$400.00 <u>Rate</u> \$850.00 \$1,200.00 \$1,200.00 11p-1135p \$1,700.00 11p-1135p \$800.00 Rate \$850.00 Rate Rate \$1,500.00 Rate \$400.00 11p-1135p Rate Rate Rate Rate Rate Rate Rate \$1,700.00 \$1,500.00 \$1,100.00 \$1,200.00 \$1,700.00 6p-630p 🗸 1230p-2p 6p-630p 🌡 9 dos9-d9 1230p-2p Spots/Week Spots/Week Break 2 Spots/Week 11p Sa-Su Local 12 NwsCM 11p Sa-Su Local 12 Nws 11 6a Good Morn CincinnatCM 5p Local 12 News at Fiv&M SS $\overline{\mathbb{S}}$ 6p Local 12 News at SixCM 6p Local 12 News at Six 6pm Local 12 News Sat CM 6p Local 12 News at SixCM 11p M-F Local 12 News CM 5p Local 12 News at Fiv&M 5p Local 12 News at Five 11p M-F Local 12 News CM 12 News 11 11p M-F Local 12 News 11 5p Local 12 News at Five 6a Good Morn Cincinnati 6p Local 12 News at Six 6pm Local 12 News Sat CBS Sun Morning CBS Sun Morn News CBS Morning News **CBS** This Morning Inventory Code 11p M-F Local Weekdays Soap Rotator Soap Rotator Weekdays --1-1----111--08/16/12 08/16/12 End Date 08/19/12 N 10 WKRC 08/17/12 08/17/12 N 12 WKRC 08/14/12 08/17/12 End Date 08/19/12 N 13 WKRC 08/15/12 08/20/12 N 14 WKRC 08/14/12 08/17/12 5 WKRC 08/14/12 08/16/12 End Date 08/19/12 9 WKRC 08/19/12 08/19/12 End Date 08/19/12 N11 WKRC 08/15/12 08/20/12 End Date 08/19/12 08/14/12 08/20/12 N 4 WKRC 08/19/12 08/19/12 End Date 08/19/12 End Date 08/19/12 N 6 WKRC 08/15/12 08/20/12 End Date 08/19/12 08/26/12 08/18/12 End Date 08/19/12 N 8 WKRC 08/14/12 08/16/12 End Date 08/19/12 08/26/12 End Date End Date End Date 08/19/12 08/26/12 08/19/12 08/26/12 End N 7 WKRC 08/18/12 Start Date Week: 08/13/12 Start Date Week: 08/20/12 Start Date Week: 08/13/12 Start Date Week: 08/13/12 Week: 08/20/12 Start Date Week: 08/13/12 Start Start Date Week: 08/13/12 Start Date Week: 08/13/12 Start Date Start Date Start Date Start Date Start Date Start Date Week: 08/13/12 Week: 08/20/12 Week: 08/13/12 Week: 08/13/12 Week: 08/20/12 Week: 08/13/12 Week: 08/13/12 Week: 08/13/12 N 15 WKRC WKRC  $^{\circ}$ 5 ع z z

\$30,150.00

Totals